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Summer Storage

Many a furrier is passing up a good thing by not offering his customers a cleaning and storing service. Such a service can be not only a lucrative potboiler during the slack season but a good way to keep steady customers.

The returns involved in handling summer storage cannot be too paltry, else the big department stores would not bombard their charge customers every spring with a steady flow of literature inviting them to just phone or write to take advantage of their pick up and delivery service of furs to be cleaned and stored during the summer months. There is usually included an offer to remodel old furs at a nominal figure.

Most people are inherently lazy and an offer to take care of their whole fur problem with so little effort on their part is likely to find them receptive. Why shouldn't you be the one to make the offer? Contacting your regular customers and offering them a concrete plan of action may well earn you their gratitude as well as their business. And a little salesmanship about what will be worn this year in furs and how easy it would be to convert madame's dated full-length coat into a fashionable jacket can ring up unexpected sales on your cash register.

If you plan to handle cleaning and storage this year it might be well to consider doing your cleaning yourself on your own premises. The most recently developed cleaning and glazing machines are very compact and modestly priced. They do the job in record time and save money for both you and your customers.

"Big business" has had an ever increasing number of devotees during the past few decades. Many a small business man has been forced out of business by large chains and the savings they could offer because of quantity buying and assembly line manufacturing. Recently, however, there has been some reversal to this trend, particularly in fields where workmanship and fit are important. The consumer has at last realized that there is no satisfactory substitute for the artisan in the quality market. That is why he likes his own furrier. That is why he will feel safe knowing that his own furrier is personally seeing to the cleaning and storage of his furs.

ON OUR COVER
WHITE MARTEN STOLE
PHOTO COURTESY OF RIVELLA di TORINO

Industry News . . .

Dark Mink Prices at New High

Northwood Farms, one of the largest mink ranches in the world, was bid in at $60.00 per pelt . . . a new dark mink high . . . by Frishman and Gintel, outstanding manufacturers of high quality mink garments for regular and petite sizes. The high price was based on the extremely fine quality of the Northwood pelts.

The fur industry has not seen such a complete acceptance of a mink color since 1946, when Otto H. Grosse of Northwood introduced Blue Horizon Pastel. The new color, Black Velvet, which made such a sensation at the January 19th auction, has been the subject of much discussion in the industry. Both furrier and dealer evinced high interest as to whether the deeper, darker color would be a strong enough factor to warrant the competition and price anticipated. Their questions were answered after the initial sale, which proved conclusively that Northwood's offerings will be eagerly bought by top men in the field.

J. Richard Murray, President of Hudson's Bay Co., its many officers, and the numerous dealers and manufacturers in the industry were unanimous in their congratulations to Northwood.

One of the outstanding tributes was the statement made by a man who is the foremost judge of mink quality and a pioneer in the industry. Colonel Frank Gouthier stated "I have been in the mink industry for almost fifty years, and I can honestly say that Northwood has shown us this season one of the most fabulous dark mink collections in the history of the mink industry."

Mr. Fishman and Mr. Gintel said that their purchase of the greater part of Northwood's dark mink collection was based upon the fact that the pelts are the perfect end result of the ten years' research and development of the new Black Velvet color under the direct supervision of Otto H. Grosse. Garments in this new mink color will be featured in leading stores throughout the country.

An intensified consumer education plan, stressing the importance of mink, designed to benefit the entire industry will be included in the Northwood advertising and public relations program for 1955.

Steamaster Gains 100% in three years

Steamaster Company, originators of Steaming machines, reports that sales to the fur industry rose 100% in the last three years.

They were the first to introduce the steam method to the fur market. Their machines are now being used in the manufacture and refreshing of fur garments as well as cleaning and processing.

Copenhagen Sale

The yearly auction of Greenland foxes, seals and skins of polar bears held by the Royal Greenland Trade Department, since 1783 will take place on Wednesday the 2nd of March, 1955 at 10 A.M. on the Exchange at Copenhagen.

Following skins will be offered: *blue foxes, white foxes, silver foxes, ringed seals, bladdernosed seals, harp seals* and *polar bears.* These are to be divided in various assortments of 1st, 2nd, 3rd and fourth class.

Catalogues with all details will be forwarded with pleasure on request to the head office, Strandgade, Copenhagen K.

Haertel's "Space-Profit"

"Changing Space into Profit" is the title of a new booklet now available from the Walter Haertel Company.

The booklet, contains full information on how to build, insulation, insurance, protective devices, vault capacities, vault equipment, supplies for fur cleaning, and miscellaneous equipment used in storage vaults.

Even the pricing structure for storage is given along with figures on how profitable a storage vault can be.

The Haertel booklet is extraordinarily complete, and should be read by every plant owner.

Booklets may be obtained free by writing the Walter Haertel Company.

Littman's reports greatest volume in 12 years

Arthur A. Littman, reports that "We have just ended the greatest volume year in our twelve years of business." This he reports is due to their new policy in advertising, in which they stress "Need of fur coat for women," "Emphasis on why it is a better buy" and "Playing up warmth and fashion."

New Electric Deodorizer

A new small electric deodorizer is now being produced and is capable of deodorizing an area up to 7,500 cubic feet. It comes in an ivory colored unit and replaces objectionable odors with pleasant fragrances of *spice, pine, floral bouquets* or *cedar.*

It is recommended for use in reception rooms and wherever unpleasant odors occur. Priced at $16.95 and is available on a 10 day trial offer with a money back lifetime guarantee. Manufacturer maintains that operated on a twenty-four hour basis only amounts to a few cents per month.

Literature or additional information can be obtained from manufacturer, Williams Chemical Co.

New NYCCO Fur and Lining Cleaner

Al Rubens of the NYCCO Products Company announces the development of the "ultimate" in a Fur and Lining Cleaner. "For years," says Mr. Rubens, "it has been our hope to perfect a cleaner that would meet the following exacting requirements: It must be odorless, non-toxic, yet non-flammable. This ruled out Carbon tetrachloride due to its odor and toxicity. At the same time, we ruled out water soluble cleaners for two reasons. Firstly, there is always the danger of shrinkage when using water. Secondly, water cleaners would not remove dirt or grease from soiled linings. Equally important in our search for the ideal cleaner was the cost factor. Our new cleaner embodies each of these requirements, and yet will clean better than anything in the market today.

"This material has only been manufactured in limited quantities for experimental purposes. Now that the results of these tests fulfill every requirement we have been seeking, full scale production will be under way before the 1955 cleaning season begins."

Fouke Portfolio

Fouke's latest portfolio on Alaska Fur Seal shows over 100 pages of rich black and sepia photos of seal coats. Full length coats predominate with a liberal amount of jackets shown. Collars and cuffs are generous with some collars in mink and chinchilla.

Front cover of this portfolio is especially attractive. It shows a black seal stole in a country spring setting and done in four color process. Represented are some sixty odd top furriers.

Hollander perfects Borgano cleaning

Mr. Bernard Church of Hollander, announces the perfected cleaning method of Borgano coats. This we understand is cleaned in exactly the same manner as they Hollanderize fur garments.

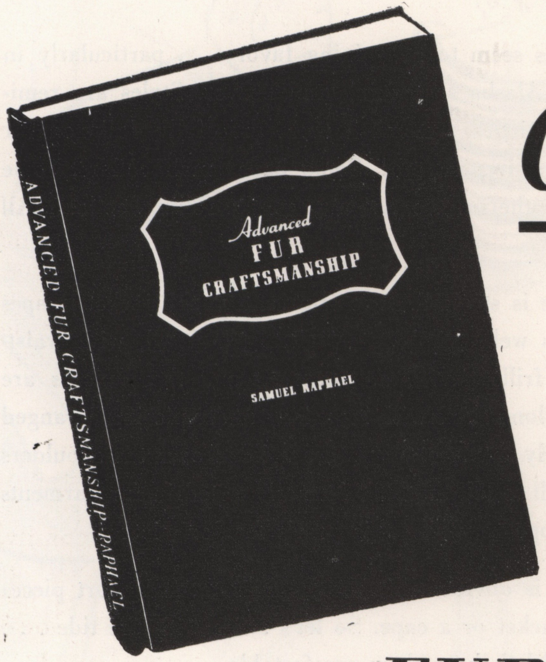
National coverage is shortly anticipated.

Scarf revival predicted by M. Lichtenstein & Bros.

H. R. Lichtenstein of M. Lichtenstein & Bros., reports that there is a definite trend in the revival of fur scarves.

His contention is that the fur industry can hold this interest and perhaps further if the furrier would stress that heads be remounted after cleaning, to avoid spoilage from drumming.

He further contends that actual cost of this operation is only an extra five or ten cents per scarf.



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Short and Comfortable

A glance at the fashion pages in this issue will clearly show that the 1955 trend in fashions is toward the comfortable and abbreviated styles.

Fullness is almost invariably concentrated at the top, giving a bell-like silhouette. Also added to top interest are the gathered sleeves. In many cases, deep armholes or bat-wing sleeves again make the outline look like an inverted v, but the keynote of the new designs is simplicity of line. It seems that the designers of today are willing to let the quality of the fine furs they are using speak for themselves.

The wide flares have definitely disappeared. The coats being shown concentrate all the flare at the sides or stem from under the armholes. Also disappearing from the scene is the wide-cuffed sleeve. The present preference seems to be for the tightly cuffed or narrow, entirely cuffless sleeve.

Short coat models seem to be gaining favor . . . particularly in hip-length Persian, Alaska seal, mink and beaver. Styles are reminiscent of the mid-thirties, but much more gracefully designed for comfort and inexpensiveness too! Some have small collars, some are collarless and others have narrow, gently rolling collars. All are popular.

Simplicity of line is stressed. It is apparent in the jackets, capes and short pieces as well. Hip-length jackets are fitted, with waist-hugging lines. All frills have been removed and these pieces are again being seen in long skins with ingenious under-piecing arranged to keep them securely in place. Capes are molded over the shoulders and waist length. All in all, the bulk formerly noted in fur garments seems to have disappeared from this year's fashion picture.

In conclusion, it is obvious that the trend is toward short pieces . . . be it a coat, jacket or a cape. So let's swim with the tide . . . make 'em short and let's keep them comfortable.

Court Et Confortable

Un coup d'oeil sur les pages illustrées de ce présent numéro démontrera clairement que la tendance 1955 en matière de modes, tend vers des styles confortables et abrégés.

L'ampleur est presque invariablement concentrée au haut, conférant un effet de cloche à la silhouette. Ajoutant également à l'intérêt général sont les manches froncées. Dans plusieurs cas, des emmanchures profondes ou des manches chauve-souris donnent encore l'effet d'un V renversé, mais la note dominante parmi les nouvelles créations, est sans doute la simplicité de lignes. Il semble que les dessinateurs d'aujourd'hui soient désireux de laisser les luxueuses fourrures qu'ils utilisent, parler par elles-mêmes.

Les ondulations profondes sont définitivement disparues. Les manteaux que nous présentons concentrent l'ampleur sur les cotés ou s'arrêtent sous l'emmanchure. Notons également la disparition de la scène de l'actualité, de la manche avec poignet profond. Les préférences semblent aller maintenant à la manche étroitement encerclée d'un petit poignet ou parfois sans aucun poignet.

Les manteaux courts semblent gagner de la faveur . . . particulièrement les modèles longueur aux hanches éxécutés en astracan de Perse, seal d'Alaska, vison ou castor. Il semble que les styles soient une reminiscence de la période mi-1930, mais ils sont plus gracieusement présentés pour le confort et sont moins dispendieux aussi. Quelques uns ont de petits cols ou sont sans col, d'autres ont des cols étroits, roulant d'une façon charmante. Ils sont tous populaires.

La simplicité de lignes est préconisée. Elle est apparente dans les jaquettes, les capes et autres petits vêtements aussi bien. Les jaquettes longueur aux hanches sont ajustées et présentent des lignes cintrant bien la taille.

Toutes les fantaisies superflus ont ét ces petites fourrures sont présentées en peaux pleine longuer, avec des morceaux habilement dissimulés en-dessous pour bien les tenir en place. Les capes sont moulées sur les épaules et s'appuient à la taille. En résumé, le volume autrefois remarqué dans les vêtements en fourrure, semble avoir disparu de la scène de la mode pour cette année.

En concluant, il est évident que la mode favorise les vêtements courts . . . que ce soit un manteau, une jaquette ou une cape. Alors, suivons le courant . . . faisons-les courts mais gardons-les confortables.

Smart

55-401

AMERICAN-MITCHELL FASHION PUBLISHERS, INC.—255 SEVENTH AVENUE—NEW YORK 1, N. Y.

NATURAL PASTEL MINK CAPE STOLE
Photo: Courtesy - Benedict Frenkel Studios, Inc.

55-402
55-403

55-404

55-405

55-407

55-406

40'' GRAY MUSKRAT
Courtesy: Benedict Frenkel Studios, Inc.

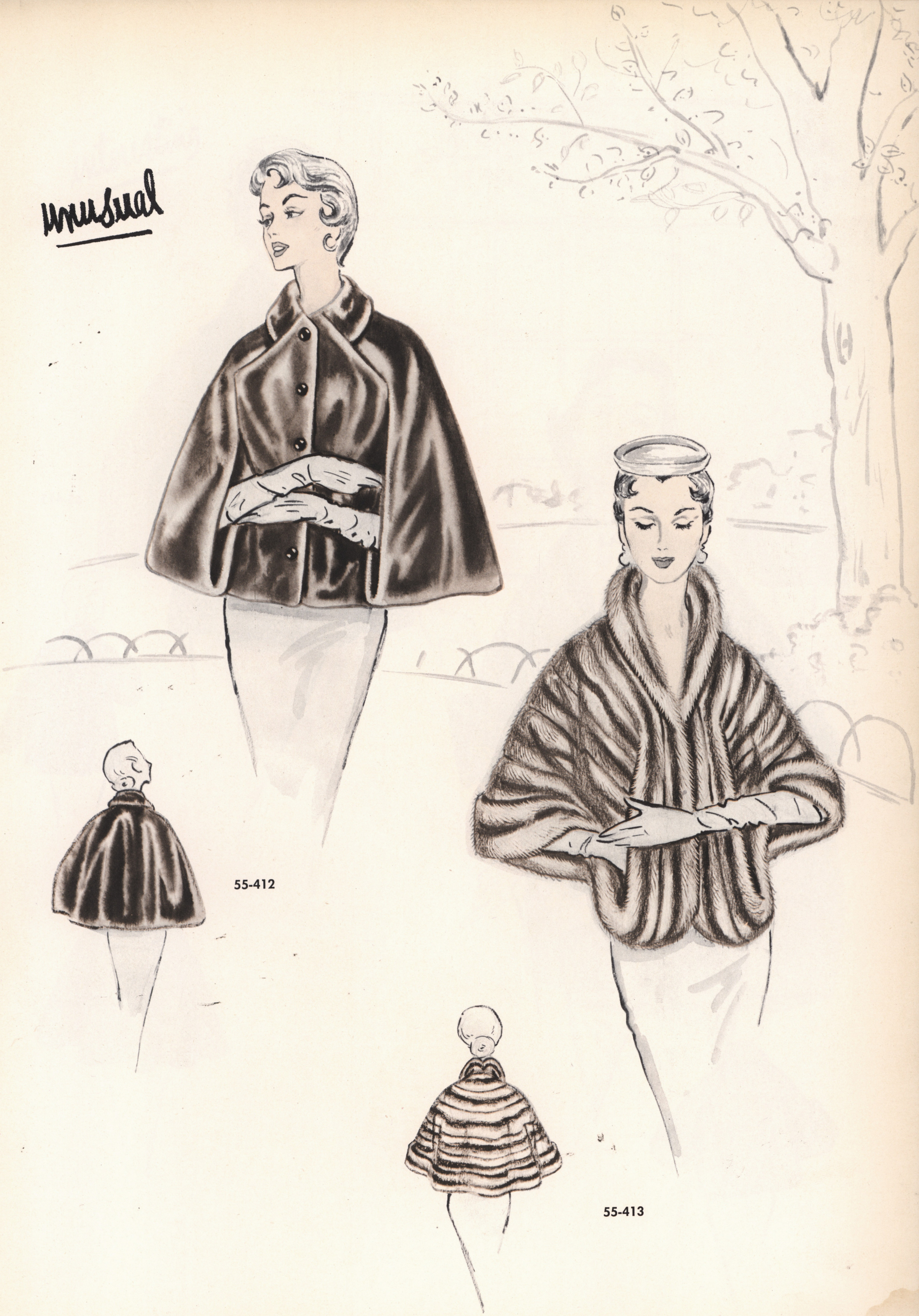
55-408

55-409

55-411

55-410

Unusual



55-412

55-413

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55-415

55-414

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55-418

55-419

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55-423

55-424

AMERICAN FURRIER and SOL VOGEL

BLACK PERSIAN JACKET
Photo: Courtesy - Rivella Di Torino, Italy.

Modern

DESCRIPTIONS (ENGLISH)

55-401—A flattering neckline and wide sleeves make this attractive mink bolero a classic in design.

55-402—Most unusual is this design for a cape. Perfect for mink or dyed squirrel.

55-403—A wide collar cape with a three-quarter sleeve, and single closure at the base. A very striking garment for evening wear.

55-404—Unusually wide revers, notched cuffs and flap pockets distinguish this Persian. It's further enhanced with a slight flare at the back and half-belted at the sides.

55-405—Pert and pretty is this Alaska sealskin, full bat-like sleeves that narrow at the forearm. It has a short collar and a three button closure.

55-406—Box-type mink short coat with unusual collar formation, long sleeves tapering at the wrist.

55-407—Alaska sealskin short-coat with large Peter Pan collar, flapped pockets and pointed cuffs.

55-408—For that casual look in Persian. Note the extra wide full-length collar, three-quarter sleeve and single button on the cuff.

55-409—For the school girl or young matron. This Persian model features youthful lines enlivened with scarf effect closure with four buttons, full sleeves, cuffs and a slight flare at the back.

55-410—A mink capelet with short collar and hidden closure. Large slash pockets add to its comfort.

55-411—Another snug looking cape sporting a wider collar and longer closure.

55-412—Short, smart and beautiful is this beaver shortie with the very unusual sleeve effect. The closure of six buttons adds to its youthfulness.

55-413—Again, mink is the perfect fur for this cape. The shawl collar and revered front that forms into pockets make it a standout.

55-414—Styled with a flare for evening wear. This Persian has cocktail cuffs, vents at sides and with a single hidden closure at the neck.

55-415—Wide notched collar flatters this model. Pointed cuffs, flapped pockets and a short belt at the back are other features adding to its smartness.

55-416—A Persian flared out to a bell-like shape at the back that comes to the hips. Collar has rounded edges.

55-417—Designed as one of the classics in Persian, its simplicity being its outstanding feature.

55-418—Scarf-like cape in lustrous mink with cuffs and three-quarter sleeves. No collar. Back has slight flare.

55-419—Cape selected by our designer as the model-of-the-month. Only mink can do justice to this exquisite designing.

55-420—In dyed squirrel or mink, this cape will stand out for its practicality and usefulness. Sans collar; inverted V effect at the back.

55-421—Alluringly simple with a double collar effect and slightly flared at the back.

55-422—Straight-lined Alaska sealskin. Cuffs, pockets, revers and edge at base of closure giving that squared effect. A perfect model for the tall gals.

55-423—Single-breasted sheared beaver cape. Bell-like shape gives ample room for arms. Sleeves and pocket effect are unusual indeed.

55-424—A mink three-quarter cape that stops at the hipline. Gathering and closure at waistline with generous sleeves coming down to the forearm.

55-425—A sheared beaver model showing slight shawl collar, gathering at the waist with a single button. Three-quarter sleeves and flared back also are featured.

55-526—A four button closure that gathers at the waist, full sleeves and pointed collar are the outstanding features of this Alaska sealskin.

DESCRIPTIONS (FRANÇAIS)

55-401—Une encolure flatteuse et des manches larges font de cet attrayant boléro un modèle classique.

55-402—Tout ce qu'il y a de plus inusité le modèle de cette cape. Parfait pour le vison ou le petit-gris teint.

55-403—Une cape à large col avec manche trois-quarts et fermant simplement au bas. Un vêtement brillant pour le soir.

55-404—Des revers d'une largeur inusitée, des poignets crantés et des poches à pattes distinguent ce manteau en astracan de Perse. Plus loin on distingue une certaine ampleur au dos, plus des demi-ceintures sur les cotés.

55-405—Impertinent et joli ce modèle en seal d'Alaska, manche chauve-souris amincissant à l'avant bras. Le col est court et le devant ferme de trois boutons.

55-406—Manteau droit en vison col d'une forme inusitée; manches longues retombant droites sur le poignet.

55-407—Manteau court en seal d'Alaska, avec grand col Claudine, poches à pattes et poignets formant pointes.

55-408—Pour cette allure de sobriété de l'astracan de Perse. A noter le très grand col, la manche trois-quarts et l'unique bouton au poignet.

55-409—Pour l'écolière ou la grande fillette. Ce modèle en astracan de Perse présente des lignes juvéniles, agrémentées d'un effet de cravate; le devant ferme de quatre boutons, la manche est ample avec poignet le dos est légérement évasé.

55-410—Une capelette en vison offre un petit col et cache bien la fçon de se fermer. Grandes poches en taillade ajoutant au confort du modèle.

55-411—Une autre cape ajustée présentant un col plus large et une fermeture plus longue.

55-412—Court, élégant et beau, voilà les caractéristiques de ce modèle en castor présentant un effet de manche inusité. Les six boutons qui le ferment ajoute une note juvénile au modèle.

55-413—Une fois de plus, le vison est la fourrure parfaite pour cette cape. Le col châle et les devants avec revers incorporant des poches en font un modèle remarquable.

55-414—Exécuté avec plus d'ampleur, pour le soir. Ce modèle en astracan de Perse offre des poignets cocktail, des ouvertures sur les cotés et un fermoir dissimulé à l'encolure.

55-415—Un large col cranté avantage ce modèle. Des poignets en pointe, des poches à pattes et une courte ceinture au dos sont autant de détails ajoutant à son élégance.

55-416—Un modèle ample en astracan de Perse, présente un aspect de cloche au dos et s'arrête aux hanches. Le col est arrondi.

55-417—Un modèle classique en astracan de Perse. Sa simplicité en est la principale caractéristique.

55-418—Cape genre écharpe en vison lustré, avec poignets et manche trois-quarts, sans col. Dos légèrement évasé.

55-419—Cette cape a été choisie par notre modéliste comme "le modèle du mois". Seul le vison peut rendre justice à cette si exquise création.

55-420—En petit-gris teint ou en vison cette cape ressort par son utilité. Sans col, on remarque un effet de V renversé au dos.

55-421—D'une simplicité pleine d'allure avec son col double et don dos légèrement évasé.

550422—Un modèle droit en seal d'Alaska. Poignets, poches, revers et le bas du vêtement présente un effet carré. Parfait pour la grande femme.

55-423—Cape à devants droits en castor rasé. La forme cloche donne amplement d'espace pour les bras. L'effet sur les manches et les poches est inusité.

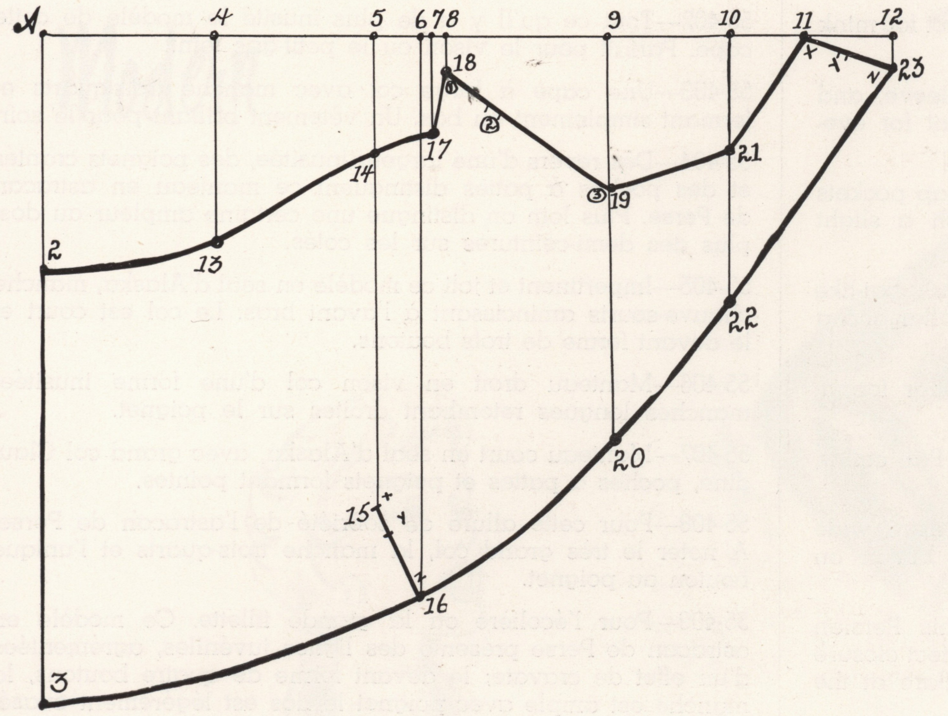
55-424—Cape trois-quarts en vison, s'arrêtant aux hanches. Fronces et fermeture à la taille; manches généreuses jusqu'à l'avant-bras.

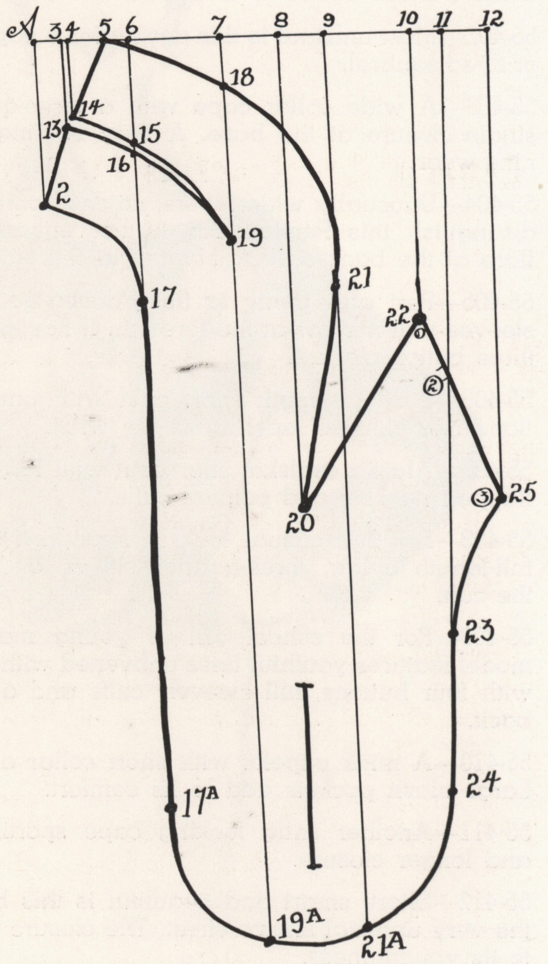
55-425—Modèle en castor rasé montrant un soupçon de col châle, des fronces à la taille et un simple bouton. Des manches trois-quarts et un dos ample sont également présentés.

55-426—Le devant fermant de quatre boutons et froncé à la taille, des manches amples et un col formant pointes, voilà les caractéristiques de ce modèle en seal d'Alaska.

diagram of 55-419 in this issue

BY *Simon Clayton*





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A is the starting point. Square both ways.

2 from A is 7½ inches.
3 from A is 21½ inches.
4 from A is 5¾ inches.
5 from A is 11⅛ inches.
6 from A is 12⅜ inches.
7 from A is 12⅞ inches.
8 from A is 13⅜ inches.
9 from A is 18¾ inches.
10 from A is 22 inches.
11 from A is 25⅛ inches.
12 from A is 28 inches.
13 from 4 is 6½ inches.
14 from 5 is 3¾ inches.
15 from 5 is 15¼ inches.
16 from 6 is 18¼ inches.
17 from 7 is 3¼ inches.
18 from 8 is 1¼ inches.
19 from 9 is 5 inches.
20 from 9 is 13½ inches.
21 from 10 is 4⅛ inches.
22 from 10 is 9 inches.
23 from 12 is 1 inch.

Finish off as shown in heavy outline of Diagram.

A is the starting point. Square both ways.

2 from A is 5⅜ inches.
3 from A is ⅞ inches.
4 from A is 1⅛ inches.
5 from A is 2⅛ inches.
6 from A is 3¼ inches.
7 from A is 6¼ inches.
8 from A is 7⅞ inches.
9 from A is 9¼ inches.
10 from A is 12¼ inches.
11 from A is 12⅝ inches.
12 from A is 14⅝ inches.
13 from 3 is 2¾ inches.
14 from 4 is 2⅜ inches.
15 from 6 is 3⅜ inches.
16 from 6 is 3¾ inches.
17 from 6 is 9⅜ inches.
17A from 6 is 24 inches.
18 from 7 is 2⅜ inches.
19 from 7 is 7 inches.
19A from 7 is 29¾ inches.
20 from 8 is 15¾ inches.
21 from 9 is 8½ inches.
21A from 9 is 29½ inches.
22 from 10 is 9¾ inches.
23 from 11 is 20¼ inches.
24 from 11 is 25⅜ inches.
25 from 12 is 15⅝ inches.

Finish off as shown in heavy outline of Diagram.

The Fur Cutting Table

ADVANCED FUR CRAFTSMANSHIP

BY *Samuel Raphael*

CRAFTSMANSHIP EDITOR

General Construction for light shades of Dyed Beaver

Beaver has a rich dark brown fur with chestnut colored guard hair. The processing of beaver used to consist of plucking the long guard hair and leaving the lighter under-fur in its natural state.

Later this under-fur was sheared to show a dark grotzen and lighter sides, and beaver garments have been made in this marked ombré shading to the exclusion of the non-sheared type.

However in the past couple of years research has been continuing on a new process of dyeing the sheared beaver. The blonde or beige beaver has met with great success and two new colors—*breath of spring* and *charcoal*—have been released on the market in line with the general fashion trends in women's garments. The new color dyeing process is applied while the fur is in skin form and not after the garment has been completed.

A two flare coat consists of six skins in the body with two extra skins for the tuxedo fronts, plus two small additional skins for each sleeve. In order to bring out the back to greatest advantage, the grotzens are placed in such a way that they appear in the center of each ripple, with the back skins meeting side-to-side in center-back. This is a departure from the ordinary procedure. In a straight coat, without ripple-back, the back consists of three skins with the grotzen of the middle one forming the center-back. In that case, the coat takes nine skins, but for the ripple-back model the eight-skin arrangement is undoubtedly the best.

You will please compare the construction of the two backs, as shown in Figures A and B.

Assort the skins for the eight-skin model (including tuxedo) as follows: one extra-large skin each for the fronts and the back halves; medium-sized skins for the sides and tuxedo facings; skins for the sleeves, according to width and length of pattern. The fronts are made from extra-large skins so that, with the additional let-out, they will run upward to furnish the two collar halves which are cut out in one with the fronts, as shown in Figure A. The average, small skin runs from 16 to 20 inches in width and from 20 to 24 inches in length.

The assortment for a nine-skin model (including tuxedo), is as follows: One extra-large skin for each tuxedo front; seven small and medium-sized skins for the rest of the body; two skins for the sleeves in suitable size according to length and width of sleeve wanted.

The fronts are made from extra-large skins for the same reason given for the eight-skin tuxedo body.

After arriving at the proper assortment of skins, dampen and stretch them out. Repair the skins immediately, i.e., before you start to let them out. You will find fuller reference to repairing bad spots in "Advanced Fur Craftsmanship" by Samuel Raphael.

The skins should be let out in the manner shown in figure "C".

When the garment has been cut, sewn out and prepared for nailing it is sent to the processors for shearing. On its return it is nailed and left on the board to dry. Now mark out the pattern but do not square it and send it back to the processors for reshearing any spots which may have been missed and also for plasticizing.

The garment can now be squared and completely finished before it is sent back for the last time to the processors for a final touching up, clipping and final plasticizing.

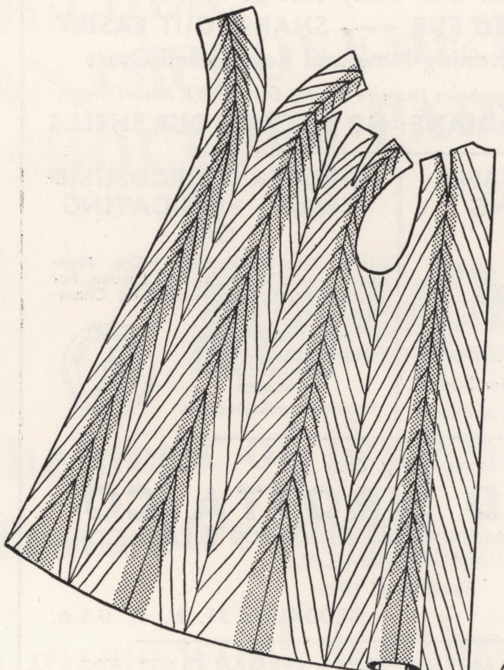

FIGURE "A"

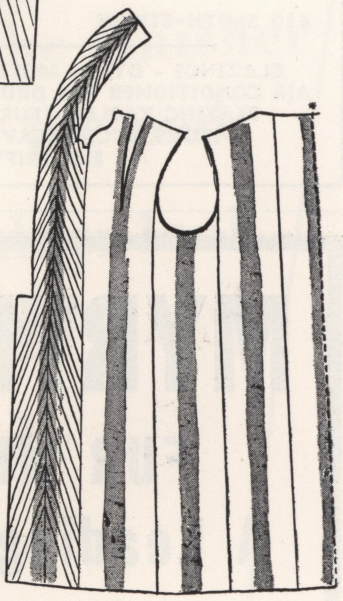

FIGURE "B"

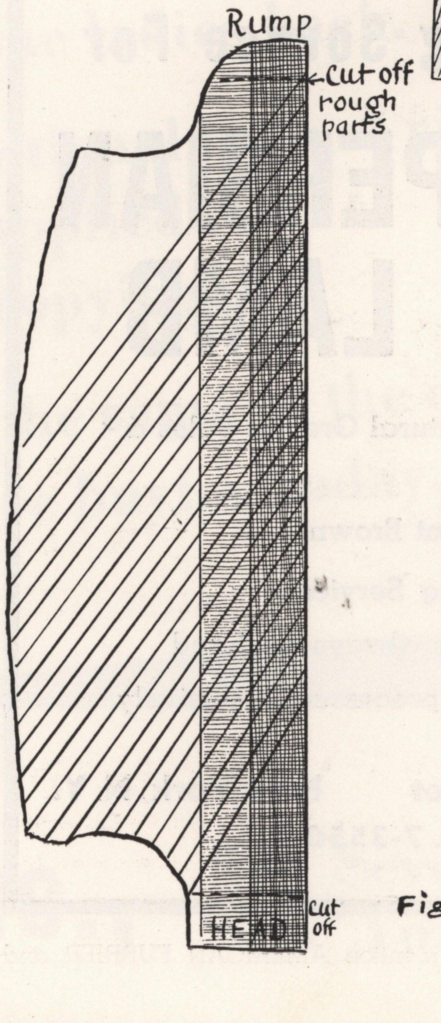

Figure "C"

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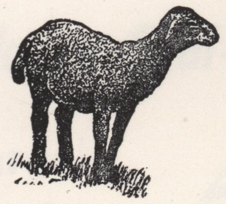

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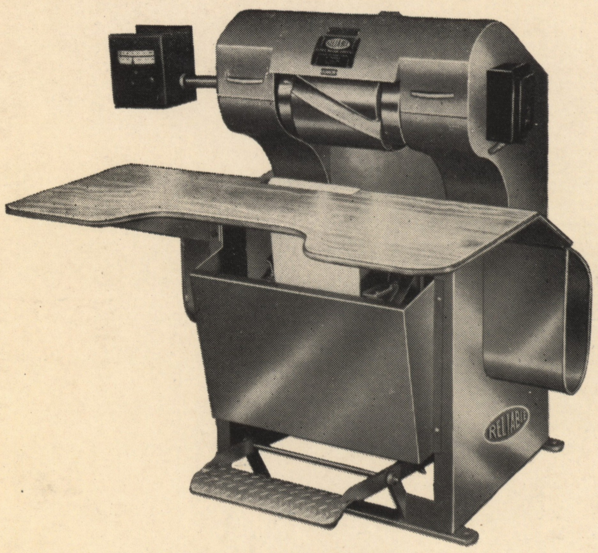

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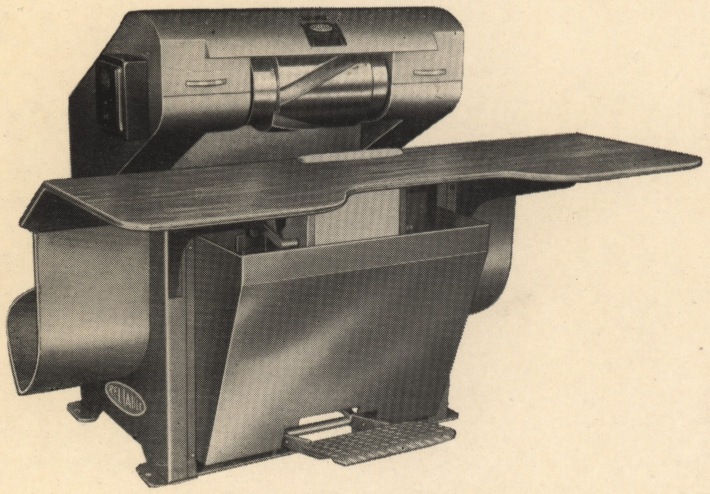

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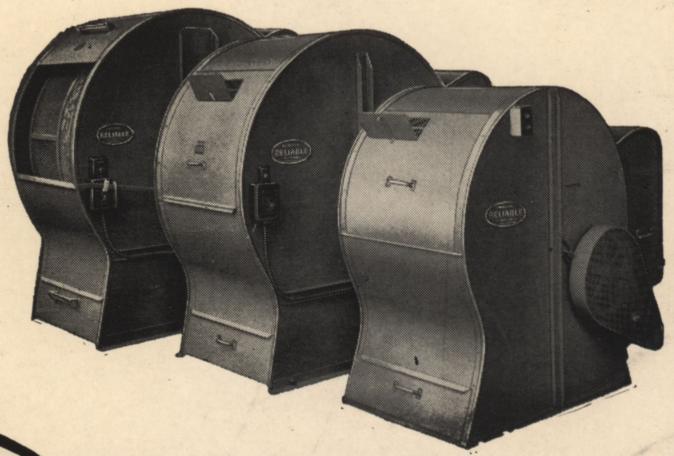

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